Description: Preparation in this area will provide the student with an awareness of the marketing problems confronting today’s business firms, some knowledge and experience in application of the tools and techniques of marketing problem solving and a more detailed acquaintance with one or more specific areas of the marketing discipline. Students may choose to major in general marketing or in one of the three emphasis areas under marketing. The general marketing track is the most flexible and supports the largest number of career opportunities in the field of marketing.

GPA Requirement: 2.5

College of Business Administration, Marketing & Logistics
Department Information: http://coba.georgiasouthern.edu/ml/
Degree(s) Offered: Bachelor of Business Administration in Marketing

- **Emphasis in Fashion Merchandising** - The fashion merchandising emphasis is designed to provide the student with a broad knowledge of business and marketing while stressing the areas of retailing and fashion.
- **Emphasis in Retailing Management** – The retailing management emphasis is for students interested in retail careers or in marketing positions where knowledge of retailing is important.
- **Emphasis in Sales and Sales Management** – The sales and sales management emphasis is for the student interested in sales as an entry-level marketing position or in sales as a career.

Job Titles:
- Account Representative
- Advertising Executive
- Brand Manager
- Buyer
- Consumer Affairs Specialist
- District Sales Manager
- Distribution Manager
- International Marketer
- Internet Marketing Specialist
- Inventory Control Specialist
- Franchise Specialist
- Marketing Planner
- Market Representative
- Merchandising Manager
- Packaging Specialist
- Product Manager
- Promotions Director
- Public Relations Manager
- Retail Manager
- Research Analyst
- Sales Agent
- Telemarketing Representative
- Wholesale Salesperson
**For more detailed information regarding typical duties, salary, training, etc please look at the Occupational Outlook Handbook online at http://www.bls.gov/OCO/ or review the Chronicle Career Library CD-Rom available on-line or in the Career Resource Center.**

**Possible Employment Settings:**
- Advertising agencies
- Consulting firms
- Entertainment firms
- Franchisees/Franchisers
- Government
- Industry
- Manufacturers
- Media
- Nonprofit organizations
- Public relations firms
- Retailers
- Wholesalers

**Internet Resources:**
- Marketing and Sales Job Page http://www.nationjob.com/marketing
- American Marketing Association http://www.ama.org
- The Ad Council http://wwwadcouncil.org
- Careers http://careers.wsj.com
- Marketing Classifieds http://www.marketingjobs.com

**Professional Organizations:**
- American Advertising Federation http://www.aaf.org
- Market Research Association http://mra-net.org
- American Marketing Association http://www.ama.org/
- National Retail Federation http://www.nrf.com/

**GSU Student Organization(s):**
- American Marketing Association
- National Retail Federation Student Association
- Delta Sigma Pi
- Students in Free Enterprise

**Resources for salary information:**
- The Fall 2008 Salary Survey, conducted by the National Association of Colleges and Employers (NACE), reported an average salary offer of $41,506.00.
- FOCUS Career: tiny.cc/gsufocus